METRO IDENTITY STANDARDS

PURPOSE

The purpose of this document is to establish the guidelines to assure a consistent expression of Metro's new visual identity, an expression of the brand's/company's positioning, character, and uniqueness. The identity captures the attitude, emotional, and executional elements that leverage the brand's/company's distinctiveness.

These guidelines may be used as a resource by those responsible for the creation or implementation of new communication materials. Should additional information or interpretation of these standards be needed, please contact:

John Kuchenmeister	LPK	513.241.6401
Shanyn Brady	LPK	513.241.6401

PRIMARY BRANDMARK

The new Metro brandmark is made up of two key elements, the circular burst and the Metro type. These two elements should be used together without modification as specified below.

The Primary Branding Unit is comprised of both the circular burst and the Metro type.

PRIMARY BRANDMARK

Variaitons of the Metro Brandmark have been created for optimal use for specific applications. Refer to the following pages to select the correct logo for your needs. **In all cases, the "watercolor" logo is preferred.** When this is not possible a flat simplified logo can be substituted.

Metro_logo.psd

Metro_3color_flat.ai

preferred brandmark

WATERCOLOR VERSION

This "watercolor" effect logo is the preferred brandmark for all applications. It most accurately depicts the feeling we are trying to achieve.

FLAT VERSION

This flat logo is a secondary alternative for the Metro brandmark when use of the "watercolor" logo is not possible (ie: embroidery).

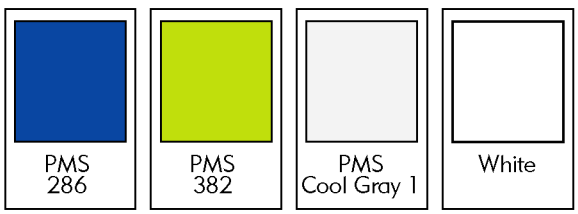
3 Color Brandmark Targets

PMS 286
PMS 382
Cool Gray 1

BRANDMARK COLOR PALETTE

The primary color treatment of the Brandmark requires the circular burst to be printed using CMYK. The color targets that make up the essence of the brand are: PMS 286, PMS 382, and PMS Cool Gray 1. The key equity color is PMS 286. White is also a key equity color. Large amounts of white surrounding the brandmark is essential in capturing the brand's character.

The primary color palette consists of these colors. Each color specifies the PANTONE® color system to be used as **Target colors** and may be substituted by 4-color (CMYK) process.



COLOR TARGETS

This color proof of the Metro Brandmark should serve as a color target for all applications.

See attached sample proof in standards manual booklet

ONE COLOR APPLICATIONS OF BRANDMARK

This is an example of a one color application of the Metro Brandmark.
This should only be used for applications without 4-color printing stations.

Metro_BW_logo.psd

Metro_1color_logo.psd

preferred brandmarks

WATERCOLOR VERSION

Metro_BW_flat.ai

Metro_1color_flat.ai

FLAT VERSION

STAGING OF THE BRANDMARK

The new Metro Brandmark should appear on a white background with large amounts of white surrounding.

At least an "M" height of white space should surround the Metro Brandmark

STAGING OF THE BRANDMARK ON COLOR

The new Metro Brandmark should appear on a white background when possible. In specific instances (ie: hats and uniform jackets) when this is not possible, a white keyline has been added to the circular burst. White type should be substituted when on a dark background.

3clr_flat_light.ai

3clr_flat_dark.ai

DO NOT let background color show through behind the circular burst. Ensure Metro type is legible.

METRO

TAGLINE USAGE

The tagline for the new Metro Identity is "Go Metro". This tagline is the key phrase that evokes an immediate connection between all applications, from the bus, to marketing, to the website.

go*METRO

go_metro_tagline.ai

go*METRO

go_metro_flat_tagline.ai

>1/4 inch

This flat version may be used for reproductions at small scale (when burst measures under 1/4 inch) or when the watercolor version is not printable.

Metro_burst.ai

This watercolor version of the burst is the preferred usage. Burst may also be used as a design element.

TYPOGRAPHY

The typeface selected for the Metro Brand works with the logo to communicate friendliness and approachability. It is intended to enhance the overall identity. This section shows the correct nature in which to use these.

OPTIMA - bold

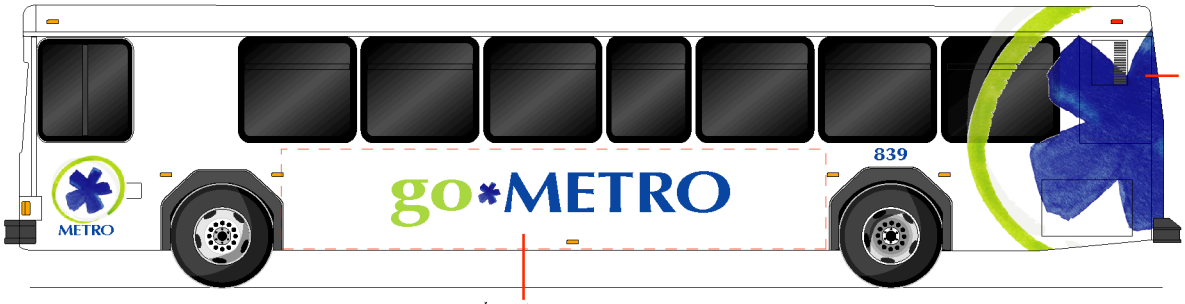
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y
1 2 3 4 5 6 7 8 9

OPTIMA - regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y
1 2 3 4 5 6 7 8 9

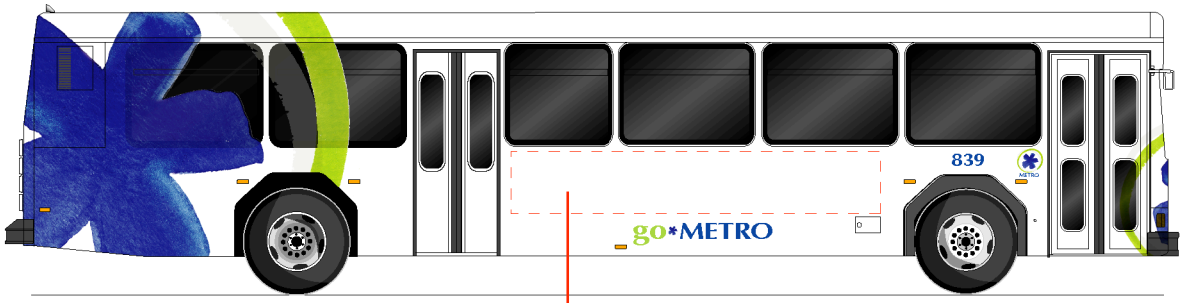
METRO

BUS GRAPHICS

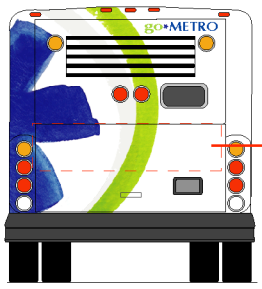


Graphic wraps to back of bus

advertisement



advertisements



back

Graphic wraps to side of bus

front

top

METRO

ACCESS BRANDMARK AND BUS

The Metro brandmark has been altered for use on all Access buses. The green color of the primary brandmark has been changed to orange and the universal handicap symbol has been added.

ACCESS

Access_logo.psd

preferred brandmark

WATERCOLOR VERSION

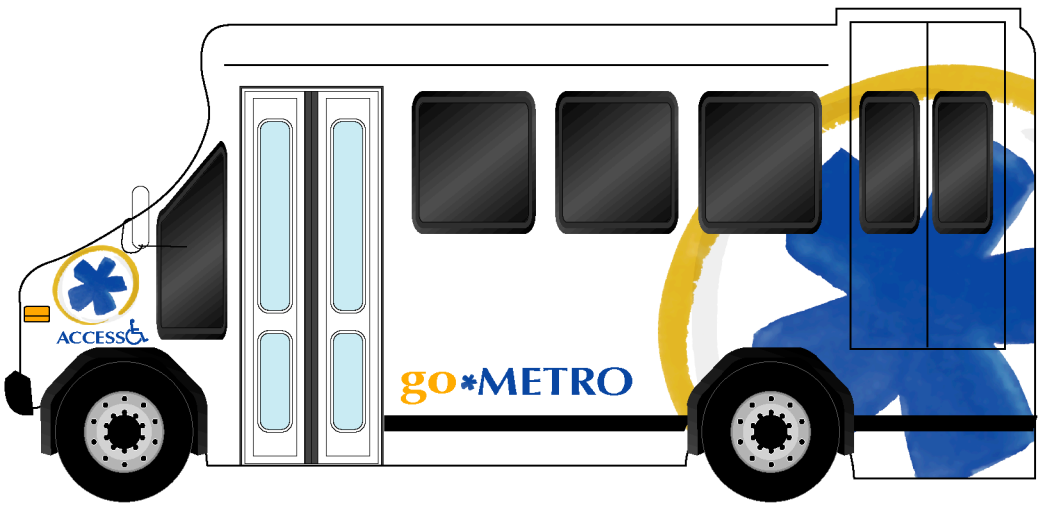
ACCESS

Access_3color_flat.ai

FLAT VERSION

3 Color Brandmark Targets

PMS 286
PMS 130
Cool Gray 1



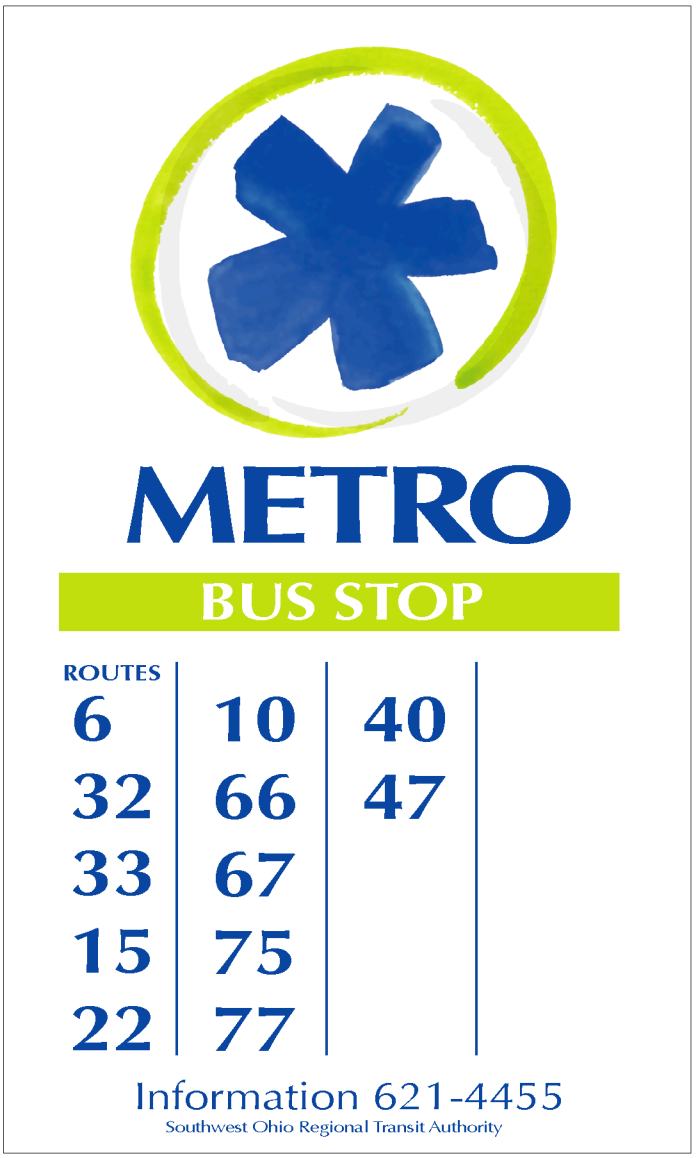
METRO

BUS CARDS

METRO

BUS STOP SIGNAGE

This layout should be used for all bus signage. Adaptations may be necessary depending on size variations, but overall look should remain consistent.



METRO

SIGNAGE

These samples show various applications of the Metro Brandmark.

Use of the font Optima for brand consistency.

A

Information

- Fountain Square
- Great American Ballpark
- Taft Theater
- Carew Tower
- Riverfront Parks
- Cincinnati Convention Center

METRO

Routes

01	Ezzard Charles Drive Museum Center
04	Dillonvale via Kenwood
07	Ezzard Charles Drive Museum Center
11	Western Hills Plaza
16	Ezzard Charles Drive Museum Center
18	Dillonvale via Kenwood
21	Ezzard Charles Drive Museum Center
27	Western Hills Plaza
32	Ezzard Charles Drive Museum Center
35	Dillonvale via Kenwood
49	Ezzard Charles Drive Museum Center
58	Western Hills Plaza

Government Square

METRO

Note consistent use of equity colors with large amounts of white where possible.

UNIFORMS

We recommend white shirts with the logo embroidered on the left chest and the "Go Metro" tagline embroidered on the right sleeve. We also recommend navy blue pants/shorts and a navy blue jacket. Use of the 3 color vector brandmark is appropriate for this application.

sleeve detail

Note: 3clr_flat_dark.ai brandmark is used in this application.

Shirts and Jackets

METRO

UNIFORMS

Optional colors of green, gray and navy can be made available for hats and sweaters; allowing for personal selection.

hats

sweaters

Patch matching background color applied to uniforms if necessary for all to be one piece

UNIFORMS

Examples